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A NEW YEAR FOR YOUR ASSOCIATION

the newsletter of the american massage therapy association

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MAR • APR 08

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PRESIDENT'S LETTER

Greetings,
A new AMTA year is upon us with a new board of directors, a new fiscal year and a fresh start on our continuing goals for the association and the profession. An introduction to your 2008–2009 board of directors is printed in this issue of *Hands On* and I invite you to learn a little something about each of your board members. As I enter my year as AMTA president, I am honored to be serving with these individuals as we strive to provide you, the member, with programs, products and services to meet your needs.

I have served in leadership for AMTA since 1993, first in the North Carolina Chapter and, since 2004, on the AMTA Board of Directors. As I have served, my vision for the future has been that AMTA would continue to provide quality service to our members and chapters, and support our members and the profession by promoting educational standards, the code of ethics, fair legislation and massage therapy research. I see the spirit of volunteerism continuing to flourish as members feel welcome to participate and are confident in their ability to do so with the tools and training available to them.

Each year the board decides on certain areas of focus for the association. Member input plays a large part in this decision and in how we establish our goals. This year, we will continue to focus on the member experience and professional competency.

MEMBER EXPERIENCE A focus on the member experience makes sure AMTA knows what you value about your membership and that we are working to deliver that to you. AMTA identifies these needs by continually gathering your input, monitoring the professional environment and working through our governance structure to define and support key volunteer roles.

PROFESSIONAL COMPETENCY We continue to focus on professional competency by convening and hosting meetings of the nonprofit organizations that are responsible for the cornerstones of the profession and that generate much of the profession's body of knowledge. The cornerstones of the profession are research, accreditation, certification and regulation, as we have featured in previous issues of *Hands On*. The industry has been asking the leadership organizations to sort out key issues in the profession, and these meetings have started to explore this possibility.

Just as discussing a body of knowledge for massage therapy depends on the combined effort of related organizations, the continuing success of AMTA depends on members, chapter leaders, national volunteers and staff collaborating to fulfill our mission. Working together, we can make a difference for our association and our profession and I feel privileged to be a part of it.

Blessings,

MK Brennan
AMTA President

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy.

Board Confers in January

The AMTA Board of Directors met in a conference call in January to take care of several items of association business.

BUDGET

AMTA's budgeting process takes several months and is based on board-approved strategies and areas of focus for the coming fiscal year (FY). In this call the board approved the budget proposed by the Finance Committee for FY08/09.

In its December 2007 conference call the board had decided, beginning with FY09/10, to make decisions on financial requests from the Commission on Massage Therapy Accreditation (COMTA) annually, rather than making five-year commitments. The board believes this is in the best interests of the association's fiduciary responsibilities to the membership, and the early notification of this decision was appreciated by COMTA.

COMPENSATION AND REIMBURSEMENT POLICY

The Volunteer Compensation Work Group reviewed compensation and reimbursement policies for national and chapter volunteer leaders, and found that current policy for national volunteer leaders is sufficient. On the workgroup's recommendation, the board asked the Chapter Relations Committee to form a workgroup to develop guidelines to assist chapters with compensation and reimbursement. That workgroup will begin work in FY08/09. The board also assigned the Finance Committee to review the reimbursement and compensation policy for national volunteer leaders in FY09/10.

RESERVES/DISCRETIONARY PROGRAMS POLICY

The board approved a change in policy to include general member liability insurance in operating expenses when determining AMTA's required reserves. The Finance Committee reviewed the reserves policy and found member insurance coverage is an essential operating expense and member benefit, and recommended that reserves cover it.

VOLUNTEER WORKFORCE CHAIRS

Standing committees and workgroups conduct ongoing work for the association. Their chairs are appointed by the AMTA president for their expertise in particular area(s), begin their service with the new FY and serve during the president's term.

The board approved three new chairs appointed by the president-elect, and other current chairs or co-chairs of committees and workgroups were invited by the president-elect to remain in their positions and have agreed to do so. For a complete listing of committee and workgroup chairs, please log in at **www.amtamassage.org/member/governance.html.**

FY08/09 DASHBOARD MEASURES

As they do each year, the board approved the dashboard measures recommended for FY08/09. These measures will help build a picture of what drives AMTA member loyalty, and your board will use this information to develop new strategies for FY09/10.

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AMTA & CE

As you know, AMTA, the National Certification Board for Theraputic Massage & Bodywork (NCBTMB) and many state regulatory boards have continuing education (CE) requirements for massage therapists. AMTA accepts CE contact hours approved by several organizations to maintain Professional Active membership, including NCBTMB and the National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM).

However, AMTA does not approve CE providers, programs or classes. Providers of CE should not say their programs or classes are approved by AMTA. They can say the class is accepted by AMTA for member CE requirements, if it's approved by an organization such as NCBTMB or NCCAOM.

REPORT FROM THE WORLD CAFÉ

AMTA is the largest national nonprofit association that's led by massage therapists for massage therapists. In order to focus the work of the association for the greatest benefit of massage therapists, AMTA listens to its members.

During its National Convention in September 2007 in Cincinnati, AMTA held several group dialogues in a format known as the "World Café" (**www.theworldcafe.com**). This is modeled on European café society—friends, colleagues and strangers engaged in lively small-group conversations about current issues. One hundred sixty members and volunteers and 10 AMTA staff met to discuss the right balance between growth and quality for the association.

Determining whether to concentrate on growth or on quality will affect the AMTA Board of Directors' decisions about plans, budgets, products, programs and services in coming years.

Participants in the Café recommended that AMTA should:

- Maintain quality standards for the profession as expressed through AMTA membership requirements.
- Continue to grow the massage therapy profession while growing membership.
- Achieve a balance between quality and quantity.
- Develop career paths that have more advanced professional levels and corresponding levels of education, accomplishment, membership and recognition.

AMTA will host another World Café at the March 2008 board meeting in Chicago to focus on defining quality in the profession.

left to right: Kristin Gaulin (VA) and Betzi Stein (CA) have had great experiences with the locator service. "AMTA's locator service is the single most effective client-generating tool in my practice," says Stein.

The Client Connection

Members continue to share their stories of how *AMTA's Find a Massage Therapist*® national locator service is helping their practices. Kristin Gaulin (VA) and Betzi Stein (CA) each have experienced the value of their listing, in very different ways. But both agree the locator service is a great way to connect with clients.

Gaulin has gotten several clients through the locator service, but one call led to an experience of a lifetime. The physical therapist for the internationally renowned dance troop Riverdance used the locator service to find an AMTA member to work on the dancers while they were performing near her town. Gaulin accepted the offer and worked on the dancers before and after each performance. The partnership was mutually rewarding. While the dancers benefited from her skilled hands, Gaulin learned a lot from both the dancers and their health care staff. And to top it off, she was able to see her hard work in action with free tickets to one of their performances.

"I am blessed to have had such an opportunity," says Gaulin. "And they found me through the locator service!"

Far away in Los Angeles, Stein is also experiencing success through AMTA's locator service. She's received the majority of her new clients through people who have found her through her listing, with an average of six calls per month. Ninety-five percent of these calls become steady clients. Recently she received a call from a man whose niece, a massage therapist in Nevada, recommended the locator service to him. He booked sessions for his elderly father and mother and for his wife. They have all become weekly clients. Stein also recommends the locator service to her clients who travel or move out of the area.

"AMTA's locator service is the single most effective client-generating tool in my practice," says Stein. "I recommend it to clients who move or travel because I feel confident that they'll be able to find a highly skilled therapist to meet their massage needs in their new location."

If you're a Professional Active member and want to be listed in *AMTA's Find a Massage Therapist*® national locator service, just call Member Services toll-free at 877-905-2700, or visit the Members Section of the AMTA website at **www.amtamassage.org/member** and select "Locator enrollment" from the menu on the left.

PRACTICING TRADEMARKED MODALITIES?

AMTA would like to remind you that members practicing a trademarked modality (Trager® Approach, Feldenkrais Method® and Rolfing®) must meet the certification requirements of the registered mark owner in order to represent themselves as practicing that modality.

Organizations that participate in the Federation of Therapeutic Massage, Bodywork and Somatic Practice Organizations will be conducting their annual reviews, and will inform you and/or AMTA to cease listing a trademarked modality if your certification is not up-to-date. If we're notified that you're not authorized to practice a modality, AMTA will modify your listing in *AMTA's Find a Massage Therapist*® locator service by deleting the modality.

Thank you for your understanding, and continuing compliance with the AMTA Code of Ethics.

Correction

In the article "2007 National Award Recipients" on page 5 of the Jan•Feb 2008 issue, the last two award recipients were listed incorrectly. They should have appeared as follows:

Cheryl Siniakin (Pennsylvania)
National Distinguished Service Award

Laurel Freeman (Florida)
National President's Award

Hands On regrets the error.

Giving Thanks through Massage

By JoAnn Milivojevic

Angela Jines' (MO) career is off to a great start. After just five years as a Professional member of AMTA, she has worked in beauty salons, a dedicated massage therapy studio and, for the past two years, she's been teaching massage therapy at the Metro Business College in Cape Girardeau, Missouri. This past holiday season she also added a special event to her list of achievements.

On December 21, 2007, Jines and her students launched the first annual Operation Hands On, an event honoring the military through therapeutic massage. "My students always wanted to do something in the community," says Jines, "and I wanted to gear it toward the military." Jines was motivated to do something for the military when she saw reports of high suicide rates among returning troops.

She and her students had conceived of the idea just two weeks before the holidays, so it was a scramble to pull the event together. But, the group felt it was especially important to show gratitude during the holiday season.

They got the word out by pounding the pavement and handing out flyers all over town, especially targeting the veterans' hospital. Three local radio stations donated airtime to announce the event and a local cable company ran promotional spots at no charge.

Operation Hands On thanked the military by offering free massage to veterans, reservists and active duty personnel. Students collected donations from area merchants, who provided refreshments for the event, gift certificates and gift bags for the military personnel.

The majority of the vets who attended were older and many came from the local U. S. Department of Veterans Affairs (VA) hospital. "Most had never had a massage before," says Jines, "and they loved it; they were excited and smiling." Many of her students had experience working in a nursing home or hospital, so they were familiar with working with more vulnerable populations. Caregivers from the local VA also attended with their patients.

The event took place at the Metro College, which has four private rooms and a large classroom with massage tables. "We gave options of chair massage or table massage," says Jines. "The vets were fully clothed and each received about a 20-minute massage." While the turnout wasn't as large as she had hoped–only about 30 vets came–Jines considers the all-volunteer event a success.

As part of the décor, the group made a commemorative banner for the event which all the attending vets signed. Signatures will be added to the banner each year. "I'm excited that we did it and hope the event grows every year," says Jines. "It made our holidays as well as theirs."

For more stories about massage therapists who are honoring men and women of the military, and information on how you can get involved, check out "My Hero–Massage Therapists Answer the Call to Service," by JoAnn Milivojevic, in the Spring 2008 issue of mtj® (*Massage Therapy Journal*®).

top: Massage therapy students Kim Watkins (MO) and Paula Elliot provide massage for a grateful veteran. bottom: Students from the Metro Business College collected donations from local merchants for and gave free massage to current and former military personnel in Operation Hands On, an all-volunteer event.

YOUR 2008–2009 BOARD OF DIRECTORS

President M.K. Brennan

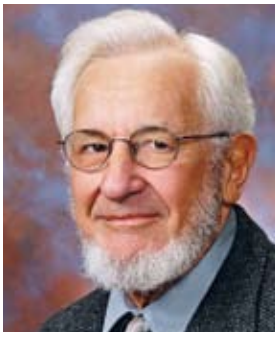
Residence: Charlotte, North Carolina
Since 1991, I have been in private practice as a massage therapist to complement my nursing career. I have volunteered for AMTA at both the chapter and national levels since 1993, serving in various roles in the North Carolina Chapter and as government relations chair, vice president, president-elect and now president at the national level. I enjoy the camaraderie and learning experiences that come from volunteer service.

President-Elect Judy Stahl

Residence: Prescott, Arizona
I have practiced massage since I was a child, worked in hands-on health care since 1978, and practiced professionally since 1987. I own the Prescott Center for Massage Therapy, have a master's degree in counseling psychology and teach Anusara-style yoga. I have volunteered for AMTA since 1992. I have two children, Joey and Sylvia, who are the lights of my life.

Immediate Past President Leena S. Guptha, DO

Residence: Bethlehem, Pennsylvania
My volunteer goal is to inspire each and every massage therapist to be an ambassador—to serve a greater mission of advancing the use, recognition and acceptance of complementary and alternative medicine therapies. I have practiced and taught osteopathic manual therapies for almost 20 years, including myofascial, muscle energy and sports/rehabilitation. As a Council of Schools member I also have a special interest in advancing education and research.



Vice President William J. Greenberg

Residence: Fairfield, Connecticut
After 30 years as a locksmith, I entered massage school for my "retirement" occupation. I joined AMTA to give back to massage therapy by volunteering my time and expertise from years of business ownership. I have served on the Connecticut Chapter board, and as national grievance chair, member-at-large and national vice president. I now work part-time at both professions and use my free time to advance massage therapy through my active service to AMTA.

Vice President Kathleen Miller-Read

Residence: Shoreline, Washington
Upon graduation of massage school in 1981, I became a member of AMTA and attended my first national convention in 1982. I served as Colorado Chapter conference coordinator, on public relations and education committees, then as Nevada Chapter president. I volunteer because of my compassion for our profession and concern to resolve portability issues. In Washington I'm a health care provider, which requires reporting to referring physicians and developing treatment plans and goals.

Vice President Cynthia Ribeiro

Residence: Laguna Hills, California
I own the Western Institute of Neuromuscular Therapy, a school specializing in neuromuscular therapy and orthopedic massage. I've taught anatomy, physiology, kinesiology, pathology of injuries, and field and clinical sports massage since 1988. In 2003, I became an honorary clinical professor at University of California, Irvine, Medical School where I teach functional anatomy and differential diagnosis for myofascial pain and dysfunction. I have a passion for my work, both as a therapist and as an instructor.

MEMBERS-AT-LARGE

Julie Finn

Residence: Walled Lake, Michigan
I've practiced massage therapy for 17 years. Currently I practice in Wixom, Michigan, within a chiropractor's office. I specialize in therapeutic, deep tissue, neuromuscular therapy, sports and relaxation massage, and have training in craniosacral and reiki. I decided to become a volunteer leader of AMTA to make a difference for the members of this association, and to provide a voice in the association's future direction with our stakeholders and the membership.

Kathie Lea

Residence: Baton Rouge, Louisiana
I've practiced massage since 1986, on contract, solo and now as owner of a day spa. I also owned a massage school from 1993 to 2004 and still teach continuing education classes. I've had the privilege of volunteering since 1988, first at the state level in many capacities including chapter president, and then at the national level, as a Communications Committee member and chair and now on the national board. I'm grateful to begin my third term as member-at-large.

William Ron McKnight

Residence: Bethel, Connecticut
My practice has been devoted to massage and acupuncture assessment and therapy. This has led both professional and Olympic athletes to my door, and created a physician's and word-of-mouth referral base. My assessment protocol has created a means for preventing repetitive stress injuries in the preclinical stage. The success of this protocol has led me to advocate massage as a preventative therapy both inside and outside of AMTA.

Glenath Moyle

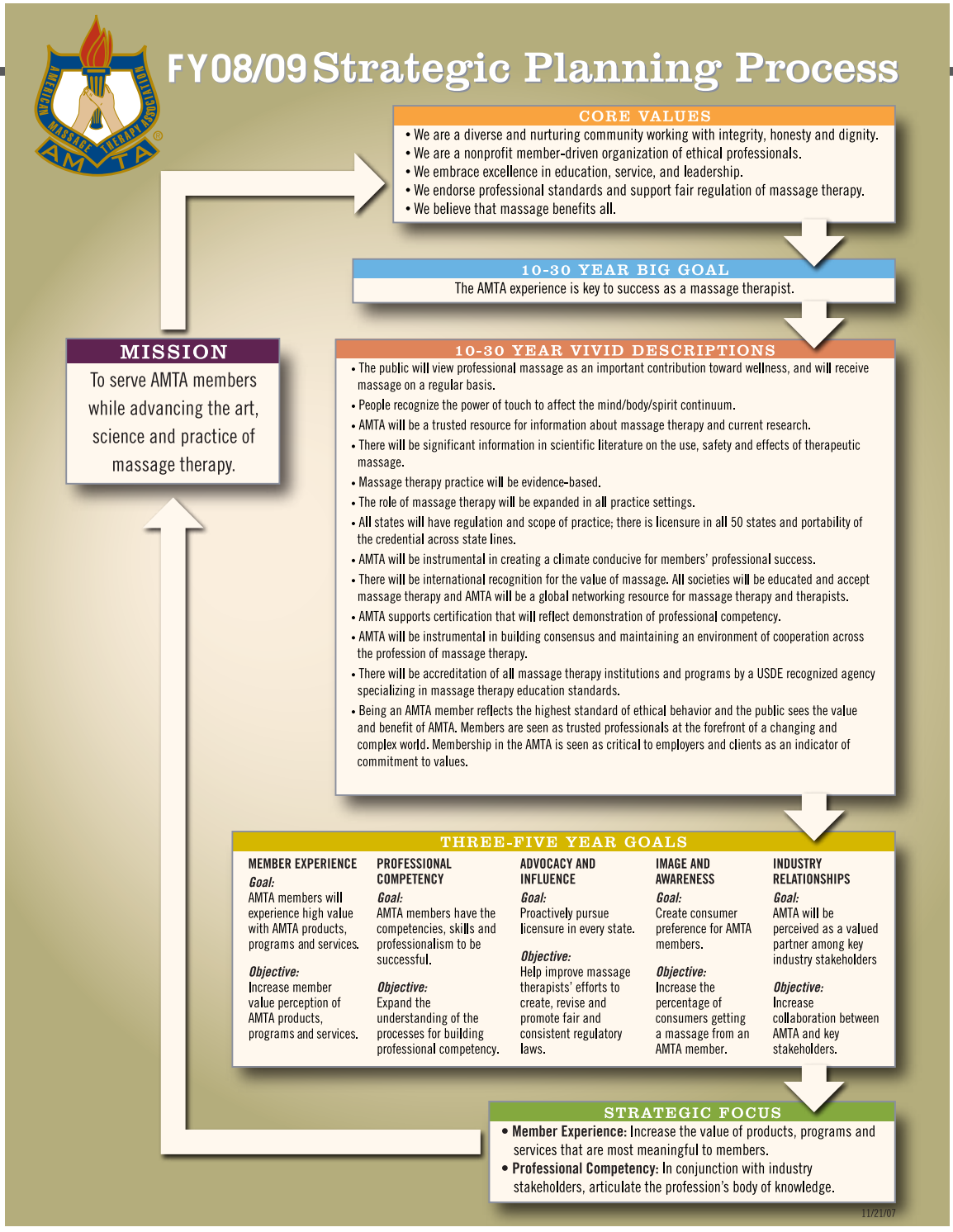
Residence: Portland, Oregon
My association with AMTA started upon graduation in 1989 when I was invited to an Oregon Chapter picnic. I began volunteering with the Oregon Board of Massage, working on legislation and written and practical examinations. AMTA chapter and national boards followed, all while managing a massage practice and a family. Practicing massage is about developing relationships with clients, and volunteering with AMTA builds essential relationships with other professionals.

Nathan Nordstrom

Residence: Gresham, Oregon
I'm a graduate of East West College, have been licensed since 2001 and currently teach at Western States Chiropractic College. I've worked in a retreat spa, owned a day spa and worked in clinical settings. I've served as president of the Oregon Chapter, as an examiner for the Oregon Board of Massage Therapy, and on national committees for both AMTA and the National Certification Board for Therapeutic Massage & Bodywork (NCBTMB).

Jeff Smoot

Residence: Elk City, Oklahoma
After training and working in Colorado Springs for five years, I returned to my hometown of Elk City, Oklahoma, in 1996 and opened the Myofascial Pain Clinic. My practice, based on the research and therapy of Janet Travell, MD, employs six massage therapists and has a client base of more than 4,000. In my community I have attained the status of a person skilled in the art of healing.



IHPC UPDATE

Last year AMTA announced it will provide financial support to the Integrated Healthcare Policy Consortium (IHPC) to hold a consensus conference on low back pain in 2008. A consensus conference is a forum to evaluate available scientific research and effectiveness on a particular topic.

IHPC Executive Director Janet Kahn, PhD, has notified your board of directors that the conference will probably be held no earlier than 2010. AMTA will continue to work with IHPC to support the conference effort, and we'll keep you informed of any new developments. For more information please visit **www.ihpc.info**.

AMTA'S STRATEGIC PLANNING PROCESS

Have you ever wondered how your ideas for AMTA can be heard? Or why your national AMTA leaders decide to pursue a specific plan on the membership's behalf?

At AMTA, the entire organization–members, volunteers and staff–works on integrating our mission, goals, strategies, activities and performance measures into a strategic plan to bring value to your membership and advance the profession.

As you can see from this graphic, it all begins and ends with AMTA's mission. The mission is illuminated in our core values. This leads to our 10-30 year goal and its vivid descriptions of the future of the profession. From this, AMTA develops a strategic plan to work toward this future

Each year, we analyze the current environment in the profession and combine that with member input to decide a few areas to focus on intensively for the fiscal year. Everything that we achieve in pursuit of these areas of focus leads back to the fulfillment of our mission for you and your profession.

Your AMTA Board of Directors' decisions are guided by bringing significant value to your membership, providing a culture based on trust and communication and creating a flexible organization that allows us to seize new opportunities.

To be sure we're in touch with member needs, AMTA collects your comments and opinions all year long. Your board uses your input when it deliberates.

How can you give your input?

There are many ways you can share your ideas, suggestions or comments!

- Take a few minutes to complete surveys from AMTA.
- Send us an e-mail at**info@amtamassage.org.** These are forwarded to the appropriate staff person so he or she can get back to you.
- Call us toll-free at 877-905-2700. Our customer service reps are available weekdays 8:30 a.m. to 5:30 p.m. Central time. If you call after hours, you can leave a message and someone will call you the next business day.

So be heard and be involved–it's your profession and we need to know what we can do to help you be successful!

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AMTA Presents to ISPA

TWO AMTA MEMBERS, MARY BETH BRAUN (IN) AND BRUCE BALTZ (FL), MADE A PRESENTATION AT THE INTERNATIONAL SPA ASSOCIATION (ISPA) CONFERENCE THIS PAST NOVEMBER. THEIR TOPIC, "MANAGING MASSAGE THERAPISTS," WAS A TIMELY ONE, AS MORE AND MORE SPAS ARE HIRING MASSAGE THERAPISTS AS EMPLOYEES, RATHER THAN AS INDEPENDENT CONTRACTORS.

Massage is an important business for spas. In fact, it's now the no. 1 service at spas, making up 63 percent of all services received at a spa in North America. And spas are realizing the importance of finding and keeping good massage therapists.

Braun and Baltz's session focused on how to effectively manage a massage therapist and how to retain good employees. Some key concepts they discussed were setting up open lines of communication, setting fair and consistent policies and involving massage therapists in developing therapies. Spa owners were also cautioned against burnout of massage therapists and encouraged to offer continuing education as one of the benefits of working at a spa.

AMTA continues its relationship with ISPA and looks forward to helping massage therapists who choose to work in spas be successful.

INSURANCE CHANGES

AMTA IS DEDICATED TO SERVING MEMBERS AND IMPROVING THE VALUE OF YOUR LIABILITY INSURANCE BENEFITS. During the past year, AMTA has worked with the insurance provider, Healthcare Providers Service Organization (HPSO), on some important changes to the member liability insurance program. We want you to have the latest information about them.

AMTA and HPSO have worked to:

- Change the modality exclusions definition to make it consistent with most state and local regulatory boards, so it's more flexible as the profession changes and new modalities and practices emerge.
- Add coverage for massage therapy goods or items manufactured, modified or sold by an insured AMTA member.
- Extend protection to members who also provide esthetic services (subject to exclusions).
- Provide interim coverage to members with employees for the 2007 policy period, while we work with HPSO to provide coverage options for members with employees in the 2008 policy period.

For more information about the liability insurance coverage changes, please visit **www.amtamassage.org/member/liability_ins.html.** If you have any questions, please call a Member Services representative toll-free at 877-905-2700.

Focus on the Profession: Professional Associations

In this installment of our Focus on the Profession *series, we examine the role of professional associations, including what they are, what they do and how they benefit their members.*

WHAT IS A PROFESSIONAL ASSOCIATION?

Professional associations exist for a wide variety of industries and trades. A nonprofit professional association is formed to protect the interests of its members and the public and improve business conditions of a particular profession. Nonprofit associations generally hold a 501(c)(6) federal status. This means that, to maintain their tax status, they must promote a common business interest and must not use membership fees for any purpose other than to serve their members.

Associations may also be for-profit. For-profit associations are owned and governed by investors and generate profits for their owners.

HOW DO PROFESSIONAL ASSOCIATIONS HELP ADVANCE PROFESSIONS?

Professional associations are advocates for the field in which their members work. They engage in regulatory and legislative efforts, communication with the public and establishing industry standards for education and practice.

To protect the interests of the public, professional associations create practice standards and codes of ethics to ensure professionalism in their field. These standards vary from profession to profession, but may be especially important in health care fields like massage therapy in which clients rely on the professional to provide safe, effective and dependable service.

Associations may lobby on local, state and federal levels to regulate their profession. These efforts benefit both the profession and the general public by requiring accountability from practitioners, so that those who are unqualified cannot legally practice.

Associations also work to enhance the public image of their profession so that the public receives useful, accurate information about the field. Many also promote their professions to the public by developing consumer-friendly websites and materials, offering resources for finding qualified professionals and providing credible spokespeople to respond to relevant issues in the media.

HOW DO PROFESSIONAL ASSOCIATIONS BENEFIT THEIR MEMBERS?

As they work to support their profession, associations benefit their members by further validating the field in which they work. Members of a professional association are often perceived as trusted professionals by their clients and employers.

Membership in a professional association also has more direct benefits. For example, associations help members stay current on a profession's latest research, news and trends. Professional associations provide members with continuing education opportunities, and many publish industry-focused journals and newsletters. These resources help individual professionals enhance their skills and improve their practices.

Being part of a professional organization also lets members interact with like-minded people in their local area, giving them a forum to discuss common interests and concerns. Members get a chance to share advice from their personal experiences, to join a committee or to engage in public awareness events.

AMTA AT A GLANCE

MISSION: To serve AMTA members while advancing the art, science and practice of massage therapy • **FOUNDED:** 1943 • **MEMBERS:** More than 57,000 • **CHAPTERS:** 51 in all 50 states and the District of Columbia • **GOVERNED BY:** A national board of directors elected from the membership.

ADVOCATES FAIR AND CONSISTENT LICENSING AMTA 's centralized government relations program actively promotes licensure in every state and the portability of practice across state lines. Today, 38 states and Washington, D.C., regulate massage therapy.

PROVIDES INFORMATION THROUGH MEMBER PUBLICATIONS *Hands On*®, *Council Communicator*, *Chapter Officers' Bulletin* and *massage student e-source*℠ keep members in touch with the latest AMTA news. Award-winning **mtj**® (*Massage Therapy Journal*®) helps members grow professionally and personally, and features in-depth continuing education (CE) course articles.

PROMOTES MEMBERS AND MASSAGE TO THE PUBLIC AMTA advances the profession and promotes its members to consumers and employers through public relations, advertising and public awareness campaigns like *National Massage Therapy Awareness Week*®. Members can use an AMTA logo to promote their businesses and show they're committed to professionalism.

OFFERS VALUABLE ONLINE RESOURCES The Massage Information Center **(www.amtamassage.org/infocenter/home.html)** has resources on methods, techniques, references and research. The AMTA website also offers online CE courses, job and resume posting, classified ads, expanded **mtj** articles, a *Hands On* archive and information for consumers.

GETS MEMBERS INVOLVED AMTA is led by a volunteer board of directors elected from its members. Through its 51 chapters, AMTA offers members a local connection for legislative efforts, networking events, regional conferences, CE and volunteer opportunities. And, each year AMTA's National Convention helps members network with their colleagues, while earning CE contact hours.

REINVESTS IN ITS MEMBERS AND THE PROFESSION AMTA reinvests membership dues into benefits for its members, unlike a for-profit association which generates a profit for its owners. AMTA also helps advance the profession by supporting other nonprofits such as the Massage Therapy Foundation, giving more than $400,000 each year in direct financial support.

MASSAGE THERAPY FOUNDATION

FOUNDATION NEWS

Save the Date—2008 Post AMTA Convention Workshop

UPLEDGER INSTITUTE LYMPH DRAINAGE THERAPY WORKSHOP
SEPTEMBER 21–22, 2008

Lymph Drainage Therapy (LDT) is a hands-on method of lymph drainage developed by Bruno Chikly, MD, DO (honorary). Using the LDT approach, trained therapists are able to detect the rhythm, direction, depth and quality of lymph flow over the entire body. Come learn the gentle wave-like techniques that help bring about the proper functioning of the lymphatic system, and learn how and why LDT plays a crucial role in recovering from disease and improving health.

MASSAGE THERAPY FOUNDATION'S SECOND ANNUAL PRACTITIONER CASE REPORT CONTEST

Skilled practitioners can share their clinical experiences by submitting a case report to the foundation's contest. This contest gives massage therapists and bodyworkers an opportunity to develop research skills and enhance their ability to provide knowledge-based massage to the public. Top submissions are awarded cash prizes and the opportunity to present the report at a research conference. THE SUBMISSION DEADLINE IS OCTOBER 8, 2008. For contest guidelines, please visit www.massagetherapyfoundation.org.

RESEARCH NEWS

ANNOUNCING THE *INTERNATIONAL JOURNAL OF THERAPEUTIC MASSAGE AND BODYWORK:* RESEARCH, EDUCATION, & PRACTICE

The Massage Therapy Foundation is launching a new electronic journal, the *International Journal of Therapeutic Massage and Bodywork: Research, Education, & Practice (IJTMB). IJTMB* is the first peer-reviewed scientific journal for the therapeutic massage and bodywork profession, and it will be available free of charge.

IJTMB takes an open-access approach to scholarly publishing, allowing the reader to access articles online. This will allow for the dissemination of scientific findings to all professionals in the massage and bodywork field.

Currently, there are three principal sections planned for *IJTMB*:

- Research—quantitative, qualitative and integrative research papers.
- Education—a forum for massage and bodywork educators on topics such as curriculum development, instructional design and testing.
- Clinical Practice—a venue for practitioners to stay up-to-date on issues such as planning, marketing, managing and evaluating a successful practice.

IJTMB will be published quarterly, with an expected launch date in the summer of 2008. It will be available at http://journals.sfu.ca/ijtmb.

Look for more information soon at www.massagetherapyfoundation.org.

STATE REQUIREMENTS

Recently, the AMTA National Office contacted state licensing boards about their requirements for listing member information in AMTA's *Find a Massage Therapist*® national locator service.

The following states currently require AMTA Professional members to include their massage therapy state license number with their online listing in our locator service:

Alabama
Arizona
Connecticut
Florida
Georgia
Hawaii
Kentucky
Louisiana
Mississippi
New Mexico
North Carolina
Oregon
South Carolina
Texas
Virginia
Washington
Washington, D.C.
West Virginia
Wisconsin

If you're licensed in any of these states and do not have your license number in your locator service listing, please contact the National Office toll-free at 877-905-2700, or e-mail us at **info@amtamassage.org.**

Represent Massage

As the popularity of massage therapy has grown, so has its portrayal in TV, movies and books. Unfortunately, some portrayals cross the line and insult massage therapists. When massage therapy is misrepresented in entertainment or the media, AMTA works to change their perspective and correct their mistakes.

AMTA has developed a statement that calls on the media and public figures to respect massage therapists as professionals. This statement is on our website and you may already have received it by e-mail. Members are free to use the statement to respond to people who cross the line from friendly humor to insult.
>> www.amtamassage.org/news_editors.html.

CALENDAR **2008**

March 8
AMTA Board of Directors Meeting and World Café Discussion
Chicago, Illinois
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

June 7
AMTA Board of Directors Meeting
Louisville, Kentucky
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

July 10–13
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 115
mlove@amtamassage.org

September 15–16
AMTA Board of Directors Meeting
Phoenix, Arizona
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 17–20
AMTA National Convention
Phoenix, Arizona
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

October 19–25
National Massage Therapy Awareness Week®
Contact: 877-905-2700, ext. 133
kkarapetian@amtamassage.org

UPCOMING DEADLINES
April 14, 2008—Jul/Aug 2008
June 14, 2008—Sep/Oct 2008

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:
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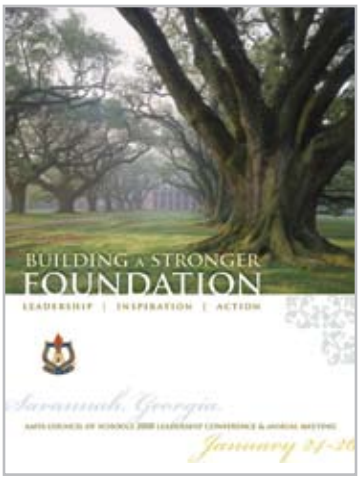
Schools Receive Industry Research



On January 24–26, 2008, more than 100 school owners and administrators gathered in Savannah, Georgia for the AMTA 2008 Council of Schools (COS) Leadership Conference. The conference opened with keynote speaker Gregg Meiklejohn of Enrollment Resources, who offered tips on how to increase revenue by 20 percent without spending a dime. School owners walked away with several ideas to put into action at their schools.

On Thursday afternoon, COS attendees were the first to receive the Massage Industry Research Report, which was specifically designed for school members as one of AMTA's new school member benefits. The report includes research on everything from consumer use to the training and education of massage practitioners, and is intended to help schools improve their curriculum and student services by providing the most up-to-date information on the industry. AMTA Executive Director Elizabeth M. Lucas, CAE, gave an overview of the report. This was followed by a workshop where schools discussed possible scenarios from the research and how they would address these potential challenges at their schools.

During COS's annual business meeting, member schools in attendance elected new officers to the COS board, which serves as the voice of the schools for the AMTA Board of Directors. Barry Antoniow, Kiné-Concept Institute, is the new president. Cherie Monterastelli, Illinois Valley Community College, is the new 2nd vice president and Jack Brownfield, Georgia Career Institute, is the new secretary. Demara Stamler and Jeff Forman will continue their two-year terms as 1st vice president and 3rd vice president, respectively.

Planning is already underway for the AMTA 2009 COS Leadership Conference. Keep an eye on the AMTA website for more information soon!

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